

Master of Science

CBS

INTERNATIONAL
BUSINESS SCHOOL

STRATEGIC MANAGEMENT



All facts at a glance

**Campus**
virtually

**Duration**
5 semesters

**Study form**
Part-time

**Degree**
Master of Science

**Lecture language**
English

**Fees**
495 € per month
+ one-time 600 € registration fee

Shape Strategy & Lead the Future – alongside your career

The part-time Master’s program in **Strategic Management** combines work and study. Courses typically take place every two weeks on weekends – Friday afternoons and Saturdays as live online events, and Sundays for self-study.

Mo	Tu	We	Th	Fr	Sa	Su
PROFESSIONAL ACTIVITY		LIVE LEARNING ONLINE		GUIDED SELF-STUDIES		

In addition, a convention takes place each semester (an on-campus weekend from Friday afternoon to Saturday evening) at rotating CBS locations (e.g. Cologne, Berlin, Hamburg, etc.). This event-style week-end offers the opportunity to explore a key topic in depth through interactive sessions with professors and experts, while building valuable connections.

Management with vision – where innovation meets leadership.

In the English-taught part-time Master’s programme **Strategic Management**, you will acquire the skills to lead companies in an agile manner, manage change responsibly and ensure sustainable growth.

The focus is on combining classic management knowledge with modern technologies: you will learn how artificial intelligence, digital tools and data-driven analyses are changing corporate management and how you can use them strategically to successfully shape transformations.

You will combine strategic planning with operational implementation, develop HR strategies, promote organisational culture and make targeted use of corporate sustainability.

Career pathways include:

- Strategic Management
- Digital Business Development
- Business Transformation
- Technology Consulting
- Innovation and Product Management
- Data Strategy & Analytics
- Organisational Development

All advantages in short

The part-time Master’s program in **Strategic Management** offers students numerous advantages through the close connection between theoretical knowledge and application-oriented practice:

**Optimal compatibility of work & studies**
The flexible study concept enables working professionals to successfully combine studies, work and private life.

**Conventions**
An intensive on-campus weekend each semester with an event-like character that strengthens leadership skills, practical knowledge and personal networking.

**Knowledge transfer to everyday work**
Knowledge acquired can be immediately applied and tested in one’s own work environment.

**Sustainable quality assurance**
Regular scientific reflection leads to the continuous optimization of work processes.

**Exchange of experience with specialists and managers**
The programme promotes exchange with professionals from different industries and functions.

**Targeted career development within one’s own environment**
The content supports personal development and specialization in the current professional field.

Strategic Management

Master of Science

This programme is designed for working professionals who want to expand their strategic and technological skill set and choose to study in English because internationality and global perspectives are essential to their personal and professional growth. It combines flexible online learning with intensive on-campus weekend sessions focused on practical projects and interdisciplinary discussion.

By integrating business, technology, and leadership, the programme builds a distinctive competence profile that prepares graduates for leadership roles in data-driven and innovation-oriented organisations. Graduates are equipped to translate technological developments into sustainable strategies and to guide organisations through the challenges of an increasingly digital economy.



1. SEMESTER	ECTS	2. SEMESTER	ECTS	3. SEMESTER	ECTS	4. SEMESTER	ECTS	5. SEMESTER	ECTS
Leadership Convention	6	Empirical Research & Visualisation	6	Cooperative Event Lab	6	Entrepreneurship & Venture Lab	6	Management Simulation Game	6
Financial Investment Analysis	6	Business Transformation ¹	6	Managing Operations, Processes & Technology ¹	6	Corporate Development and M&A ¹	6	Master-Thesis	18
Economic Analysis & Global Markets	6	Business Model Analysis & Industry Comparisons ¹	6	Digital Marketing	6	HR-Strategies & Organisational Culture	6		
AI Based Data Research	6	Strategy Development	6	Product Development & Innovation	6	Change & Project Management	6		

¹ From the second semester onwards, you have the option of choosing the Business Technology specialization. The following modules are part of this specialization track: “Digital Transformation & Information Systems” and “Website & App Development” (2nd Sem.); “Managing Operations, Processes & Technology” (3rd Sem.); “Emerging & Disruptive Technologies” (4th Sem.)

DIGITAL ON-CAMPUS UNIVERSITY

Digital. Personalised. Future-Focused

In its part-time degree programmes, CBS combines the best of both worlds – personal interaction during intensive event weekends and maximum flexibility through digital formats. The part-time study model is designed with a blend of on-campus and online elements that optimally support the learning outcomes. This creates a study experience that is not only highly practice-oriented but also easy to integrate into everyday life.

The part-time programmes consist of a range of modern learning formats tailored to different learning needs.



Live Learning Online

Digital live sessions via video conferencing, with a strong focus on interactive work, discussions and presentations.



Guided Self-Studies

Self-directed learning supported by didactic materials, learning videos, assignments and feedback – flexible, independent and tailored to individual needs.



Live Learning Online

Digital live sessions via video conference with a focus on interactive work, discussions and presentations.



Conventions

An intensive on-campus weekend with an event-like character each semester provides space for personal exchange, interdisciplinary learning and hands-on leadership experiences. With varying themes at alternating CBS locations (e.g. Cologne, Berlin, Hamburg etc.), these weekends not only strengthen subject-specific skills but also foster professional and personal networking with fellow students from across Germany.